



*For control of agitation  
associated with  
anxiety or depression in  
office and hospitalized patients*  
*New*  
**TARACTAN**  
*an improvement  
over the phenothiazines*

TARACTAN offers an encouraging new approach to the treatment of mental and emotional disorders. Effective in controlling agitation accompanying a variety of conditions, including depression, Taractan relieves anxiety, motor unrest and insomnia, but its calming action is not dependent upon the reduction of intellectual acumen. Taractan, an original development of Roche research, has demonstrated its activity in a broad range of psychoneurotic and psychotic disorders. It has also proven effective in many patients who cannot tolerate or have not responded to the phenothiazines. To date the safety record of Taractan has been impressive, for in more than 5000 reported cases, extrapyramidal symptoms and allergic reactions have rarely been encountered and jaundice has not been reported. It is in view of this record that we believe Taractan may well become an agent of first recourse when therapy with a phenothiazine would have been indicated. Before prescribing Taractan, please consult literature and dosage information available on request.

TARACTAN®—2-chloro-9-(3-dimethylaminopropylidene) thioxanthene



# Clarín\*

## lowers blood fats safely

The preponderance of medical opinion today favors measures to return the abnormally high blood fat levels found in atherosclerotic and diabetic patients to a more normal state. Clarín can be given for long-term antilipemic therapy uncomplicated by cumulative toxicity or the necessity of clotting or prothrombin time tests.

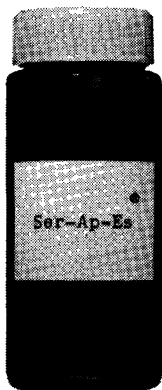
**Clarín** (sublingual heparin potassium, Leeming). **Indication:** For the management of hyperlipemia, especially in atherosclerosis and diabetes. **Dosage:** After each meal, hold one tablet under the tongue until dissolved. **Supply:** In bottles of 50 pink, sublingual tablets, each tablet containing 1500 I.U. heparin potassium. **Contraindications:** None reported. \*Registered trademark. Patent applied for.

*Informative literature  
is available to  
physicians upon request.*

*Thos. Leeming & Co., Inc.* 155 East 44th Street, New York 17, N. Y.



**These leading antihypertensive combinations are practically all alike.**



**This one is different...**

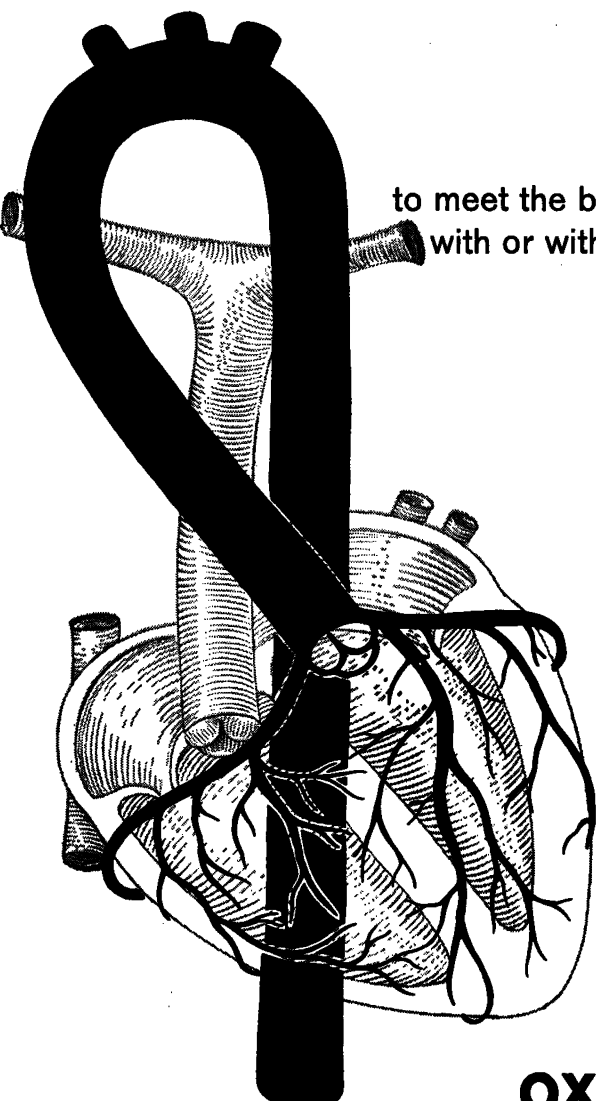
because Ser-Ap-Es offers a unique benefit which makes blood pressure control more certain: the central and peripheral antihypertensive actions of Apresoline. By adding Apresoline to the regimens of their patients, Dupler *et al*<sup>1</sup> succeeded in bringing blood pressure down after rauwolfia-diuretic therapy failed. Using Ser-Ap-Es, Hobbs<sup>2</sup> reduced average blood pressure from 175/100 mm. Hg to 148/85 mm. Hg in 74 hypertensive patients. Side effects? Rarely a problem with Ser-Ap-Es because effective dosage is low.

SUPPLIED: SER-AP-ES Tablets, each containing 0.1 mg. SERPASIL\* (reserpine CIBA), 25 mg. APRESOLINE\* hydrochloride (hydralazine hydrochloride CIBA), and 15 mg. ESIDRIX\* (hydrochlorothiazide CIBA). For complete information about Ser-Ap-Es (including dosage, cautions, and side effects), see current Physicians' Desk Reference or write CIBA.

1. Dupler, D.A., Greenwood, R.J., and Connell, J.T.: J.A.M.A. 174:123 (Sept. 10) 1960.

2. Hobbs, L.F.: To be published. 2/3026MB

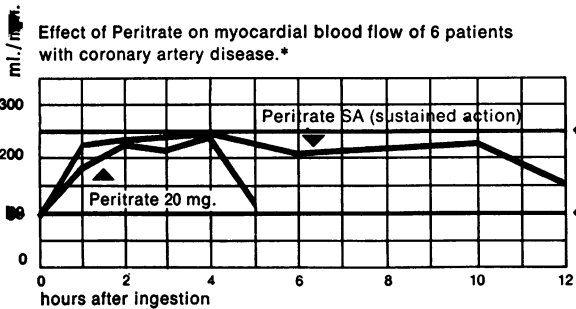
**C I B A**  
SUMMIT, N. J.



to meet the basic need in coronary artery disease—  
with or without angina

# Peritrate increases myocardial blood flow and oxygen supply

Peritrate restores myocardial blood flow to the normal or near-normal range.  
A single oral dose produces a measurable response.



Data on file in the Medical Department of Warner-Chilcott Laboratories.  
available with or without phenobarbital—in regular or Sustained-Action tablets for q.i.d. or b.i.d. therapy. Full dosage information, available on request, should be consulted before initiating therapy.

250 ml./min.—  
mean myocardial  
blood flow of  
normal patients

99 ml./min.—  
mean myocardial  
blood flow of  
20 patients with  
coronary artery  
disease

**Exceptionally safe—**  
Peritrate may be used routinely in  
postcoronary patients.

- no significant change  
in blood pressure
- no significant change  
in cardiac output
- no significant change  
in pulse rate

**WARNER-CHILCOTT**

basic therapy in coronary artery disease—  
with or without angina

# Peritrate®



brand of pentaerythritol tetranitrate

Warner-Chilcott Morris Plains N.J. Makers of Peritrate Coly-Mycin Gelusil Tedral Mandelamine Proloid



Open

NTZ Nasal Spray gives prompt, dependable decongestion of the nasal membranes for fast symptomatic relief of hay fever. The first spray shrinks the turbinates, restores nasal ventilation and stops mouth breathing. The second spray, a few minutes later, improves sinus ventilation and drainage. Excessive rhinorrhea is reduced.

NTZ is more than a simple vasoconstrictor. It contains Neo-Synephrine® HCl 0.5%—the efficacy of which is unexcelled—to shrink nasal membranes and provide inner space; Thenfadiil® HCl 0.1% for potent topical antiallergic action; and Zephiran® Cl 1:5000 (antibacterial wetting agent) to promote the spread of the decongestant components to less accessible nasal areas. NTZ is well tolerated and does not harm respiratory tissues.

NTZ Nasal Spray also provides decongestive relief for head colds, perennial rhinitis and sinusitis. Supplied in leakproof, pocket-size, squeeze bottles of 20 ml. and in bottles of 30 ml. with dropper.

**helps hay fever patients  
forget the "season"**

**NTZ<sup>®</sup>** Nasal Spray

*Winthrop*  
LABORATORIES  
New York 18, N. Y.

NTZ, Neo-Synephrine (brand of phenylephrine), Thenfadiil (brand of thenzylidamine) and Zephiran chloride (brand of benzalkonium chloride, refined)

# Relieves Anxiety and Anxious Depression



The outstanding effectiveness and safety with which Miltown relieves anxiety and anxious depression — the type of depression in which either tension or nervousness or insomnia is a prominent symptom — has been clinically authenticated time and again during the past six years. This, undoubtedly, is one reason why physicians still prescribe meprobamate more often than any other tranquilizer in the world.

## Miltown®

meprobamate (Wallace)

**Usual dosage:** One or two 400 mg. tablets t.i.d.

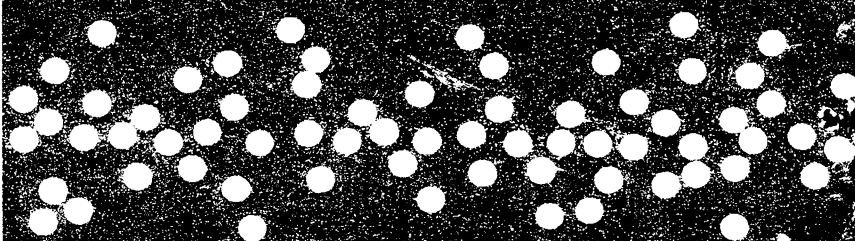
**Supplied:** 400 mg. scored tablets, 200 mg. sugar-coated tablets; bottles of 50. Also as MEPROTABS®—400 mg. unmarked, coated tablets; and in sustained-release capsules as MEPROSPAN®-400 and MEPROSPAN®-200 (containing respectively 400 mg. and 200 mg. meprobamate).

 WALLACE LABORATORIES / Cranbury, N. J.

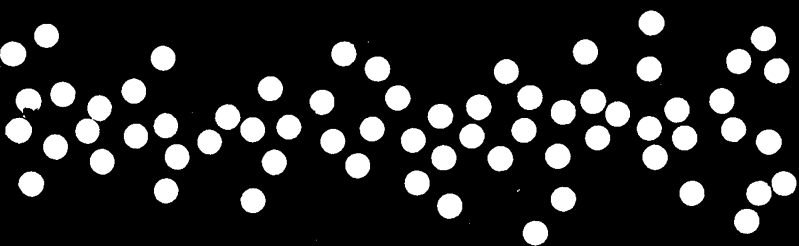
### Clinically proven in over 750 published studies

- 1 Acts dependably — without causing ataxia or altering sexual function
- 2 Does not produce Parkinson-like symptoms, liver damage or agranulocytosis
- 3 Does not muddle the mind or affect normal behavior

CM-6711



Thanks to 135 tiny "doses" throughout the



# night, the arthritic wakes up comfortable



Morning stiffness may be reduced or even eliminated as a result of therapy with the only steroid in long-acting form. And the slow, steady release of steroid makes it possible in some cases to reduce the frequency of administration and/or the total daily steroid dosage.

Each hard-filled capsule contains Medrol (methylprednisolone) 4 mg. Also available in 2 mg. soft elastic capsules.

Supplied in bottles of 30 and 100.

Reminder advertisement.  
Please see package insert for  
detailed product information.

**Upjohn**

The Upjohn Company, Kalamazoo, Michigan



# A CASE FOR HALDRONE<sup>®</sup>

(paramethasone acetate, Lilly)



Haldrone is highly effective in suppressing the manifestations of HAY FEVER and pollen allergies, even when administered in low dosage.<sup>1</sup> (Haldrone is approximately nine times as potent as hydrocortisone in ACTH suppression tests in man.) With average dosage, only minimal changes occur in regard to sodium retention or potassium excretion. Haldrone is comparatively economical for your patients, too.

This is a reminder advertisement. For adequate information for use, please consult manufacturer's literature. Eli Lilly and Company, Indianapolis 6, Indiana.

240059



**Suggested daily dosage in hay fever:**

Initial suppressive dose . . . 4-8 mg.  
Maintenance dose . . . . . 2-4 mg.

**Supplied in bottles of 30, 100, and 500 tablets.**

1 mg., Yellow (scored)  
2 mg., Orange (scored)

1. Accumulated reports from thirty-six clinical investigators: Lilly Research Laboratories.

# LOMOTIL<sup>®</sup>

(brand of diphenoxylate hydrochloride with atropine sulfate)

## ANTIDIARRHEAL TABLETS and LIQUID

**lowers motility / relieves cramping / controls diarrhea**

Roentgenographic studies by Demeulenaere<sup>1</sup> established that a single dose of 10 mg. of Lomotil slowed gastrointestinal transit within two hours and that it maintained its decelerating activity for more than six hours.

In diarrhea this lowered propulsion permits a physiologic absorption of excess fluid, lessens frequency and fluidity of stools and gives safe, selective, symptomatic control of most diarrheas. Concurrently, it conserves electrolytes and controls cramping.

Investigators have found the antidiarrheal action of Lomotil not only "excellent"<sup>2</sup> but "efficacious"<sup>3</sup> where other drugs have failed. . . "

**DOSEAGE:** For *adults* the recommended initial dosage is two tablets (2.5 mg. each) three or four times daily, reduced to meet the requirements of each patient as soon as the diarrhea is under control. Maintenance dosage may be as low as two tablets daily. For *children* daily dosages, in divided doses, range from 3 mg. (½ teaspoonful three times daily) for infants 3 to 6 months to 10 mg. (1 teaspoonful

five times daily) for children 8 to 12 years. Lomotil is supplied as unscored, uncoated white tablets of 2.5 mg. and as liquid containing 2.5 mg. in each 5 cc. A subtherapeutic amount of atropine sulfate (0.025 mg.) is added to each tablet and each 5 cc. of the liquid to discourage deliberate overdosage. The recommended dosage schedules should not be exceeded.

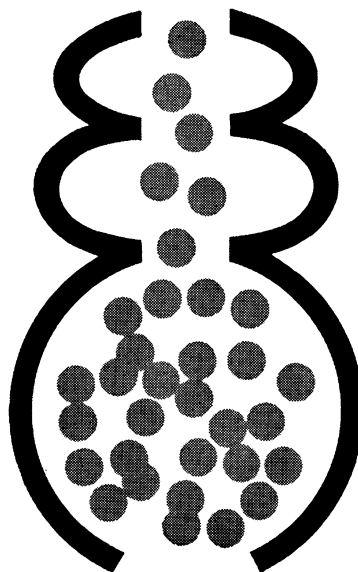
**NOTE:** Lomotil is an exempt narcotic preparation. Descriptive literature and directions for use detailed in Physicians' Product Brochure No. 81 available from G. D. Searle & Co., P. O. Box 5110, Chicago 80, Illinois.

1. Demeulenaere, L.: Action du R 1132 sur le transit gastro-intestinal, *Acta Gastroent. Belg.* 21:674-680 (Sept.-Oct.) 1958.

2. Kasich, A. M.: Treatment of Diarrhea in Irritable Colon, Including Preliminary Observations with a New Antidiarrheal Agent, Diphenoxylate Hydrochloride (Lomotil), *Amer. J. Gastroent.* 35:46-49 (Jan.) 1961.

3. Weingarten, B.; Weiss, J., and Simon, M.: A Clinical Evaluation of a New Antidiarrheal Agent, *Amer. J. Gastroent.* 35:628-633 (June) 1961.

**G. D. SEARLE & CO.**  
*Research in the Service of Medicine*



most handkerchiefs agree:



life for the allergy patient is easier with

**'PERAZIL'®**

a long-acting antihistamine

**USES:** 'Perazil' relieves the symptoms of sneezing, "incessant" itching, inflamed eyes, rhinorrhea, itching eyes, nose and throat, associated with:

*Hay Fever • Pollenosis • Pruritus • Urticaria • Vasomotor Rhinitis • Allergic Dermatitis • Drug Sensitivity*

**ADVANTAGES:** 'Perazil' is both prompt and prolonged in effect, providing symptomatic relief lasting 12 to 24 hours from a single dose.

**PRECAUTION:** When drowsiness does occur it is generally mild and the usual precautions should be observed. No toxic effects related to either the blood-forming

organs or the cardiovascular system are produced.

**DOSAGE:** Adults and children over 8 years, 50 mg. once or twice daily as required. The dose may be increased in severe cases.

Children from 2 to 8 years, 25 mg. (one sugar-coated tablet) once daily.

Infants up to 2 years, 12½ mg. (one quarter of a 50 mg. tablet) crushed and mixed with a spoonful of jam or syrup.

**SUPPLIED:** Tablets of 25 mg., sugar-coated, bottles of 100 and 1000; 50 mg., scored, bottles of 100 and 1000.

'PERAZIL'® brand Chlorcyclizine Hydrochloride



**BURROUGHS WELLCOME & CO. (U. S. A.) INC., Tuckahoe, New York**



## SUCCESSFUL FAMILY PLANNING...BASED ON YOUR COUNSEL AND **LANESTA® GEL**

As a physician, you play an essential role in the happiness and well-being of the family. At all times—when the young couple is first married, as the children arrive, and even after the family is complete—your counsel, including your recommendations for the use of Lanesta Gel, is of major importance.

Lanesta Gel, with or without a diaphragm, is a most effective means of conception control. Lanesta Gel effects speedier spermicidal action because it diffuses rapidly into the seminal clot. In fact, *the mean diffusion spermicidal time of Lanesta Gel is three to seven times faster than the mean diffusion times of ten leading, commercially available contraceptive creams, gels, or jellies*, according to Gamble ("Spermicidal Times of Commercial Contraceptive Materials — 1959").\*

Lanesta Gel has complete esthetic acceptance and is well tolerated.

\*Gamble, C. J.: Am. Pract. & Digest Treat. 11:852 (Oct.) 1960. See also Berberian, D. A., and Slighter, R. G.: J.A.M.A. 168:2257 (Dec. 27) 1958; Olson, H. J.; Wolf, L.; Behne, D.; Ungerleider, J., and Tyler, E. T.: California Med. 94:292 (May) 1961; Kaufman, S.A.: Obst. & Gynec. 15:401 (Mar.) 1960; Warner, M.P.: J.A.M. Women's A. 14:412 (May) 1959.

**A PRODUCT OF LANTEEN® RESEARCH**  **Supplied by Esta Medical Laboratories, Inc., Alliance, Ohio**

**Distributed by  
BREON LABORATORIES INC., New York 18, N. Y.**



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JOHN TENNYSON MYERS, M.D., Ph.D., *Director*

**SERVING THE PHYSICIAN FOR  
OVER HALF A CENTURY IN THE  
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**Third Avenue and Tenth Street • New York City 3, N. Y.**

**Messenger Service—ALgonquin 4-2300**

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For the  
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Our new Medical Service Department supplies generic items for physicians, hospitals, nursing homes and institutions. All products are labeled in compliance with regulations of the Federal Food and Drug Administration. All official drugs conform to the requirements of the U. S. P. or N. F. All Macy's-Own Brand products have been approved by Macy's-Own Bureau of Standards. There is no charge for delivery.

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What better time to use your Macy Shopping Account . . . pay within 10 days of receipt of your monthly statement, or if you'd rather take several months to pay, there's a small service charge.

**Macy's Medical Supply Service, Dept. 727**

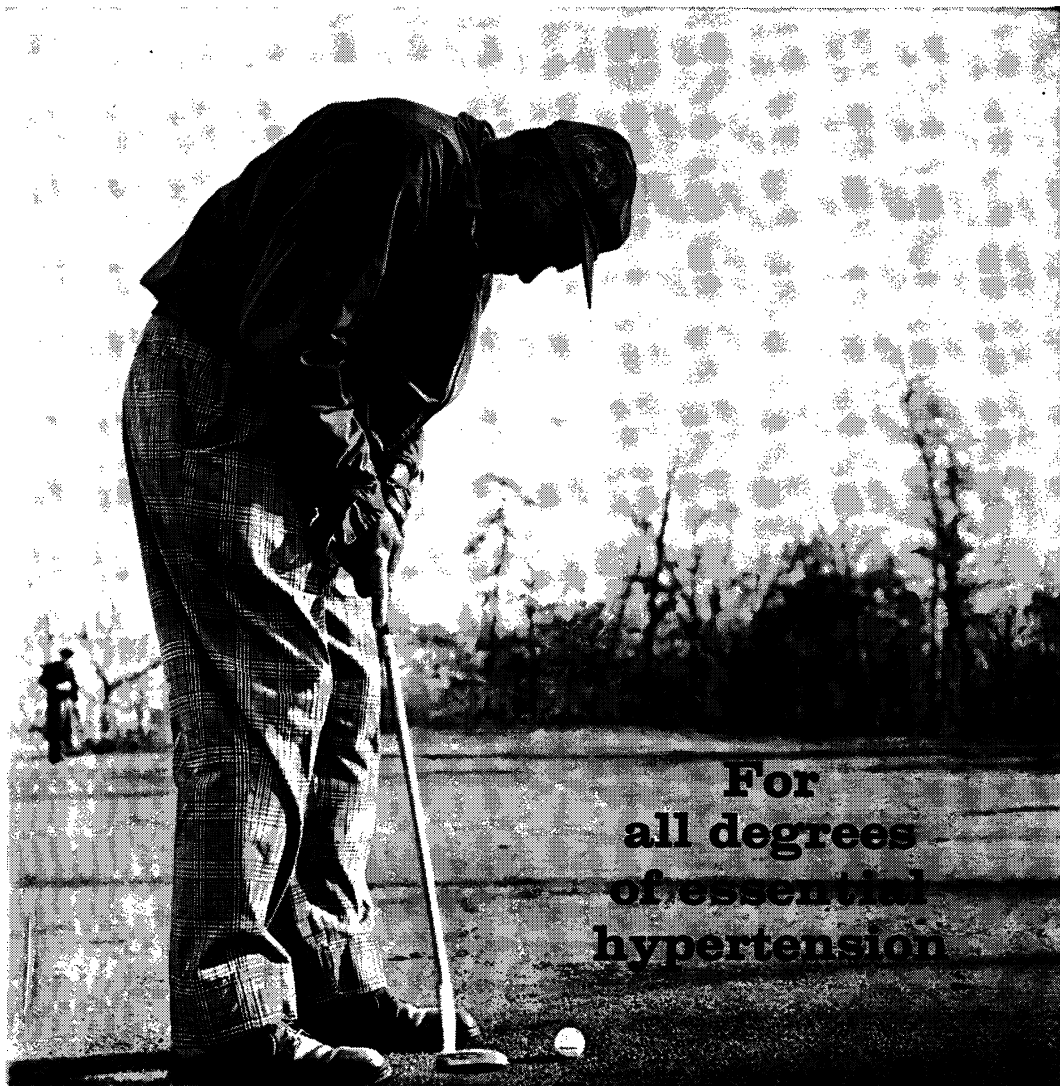
Write for medical supplies and drug list

### **6 MACY'S RETAIL PRESCRIPTION DEPARTMENTS**

serve your thrifty patients with speed and precision.

Over 2½ million Rx's already filled.

New York, Herald Square      Flatbush, 1101 Flatbush Ave.  
Jamaica, 89-22 165th St.      Roosevelt Field, Garden City  
White Plains, 220 Main St.      Parkchester, 1441 Metropolitan Ave.



For  
all degrees  
of essential  
hypertension

## "relief of symptoms is striking with Rautrax-N"<sup>†</sup>

Rautrax-N decreases blood pressure for almost all patients with mild, moderate or severe essential hypertension. Rautrax-N also offers a new sense of relaxation and well-being in hypertension complicated by anxiety and tension. And in essential hypertension with edema and/or congestive heart failure, Rautrax-N achieves diuresis of sodium and chloride with minimal effects on potassium and other electrolytes.

Rautrax-N combines Raudixin (antihypertensive-tranquilizer) with Naturetin  $\bar{c}$  K (antihypertensive-diuretic) for greater antihyper-

tensive effect and greater effectiveness in relief of hypertensive symptoms than produced by either component alone. Rautrax-N is also flexible (may be prescribed in place of Raudixin or Naturetin  $\bar{c}$  K) and economical (only 1 or 2 tablets for maintenance in most patients).

*Supply: Rautrax-N* — capsule-shaped tablets providing 50 mg. Raudixin, 4 mg. Naturetin and 400 mg. potassium chloride. *Rautrax-N Modified* — capsule-shaped tablets providing 50 mg. Raudixin, 2 mg. Naturetin and 400 mg. potassium chloride.

<sup>†</sup>Hutchison J. C.: *Current Therap. Res.* 2:487 (Oct.) 1960.

For full information, see your Squibb Product Reference or Product Brief.

# Rautrax-N\*

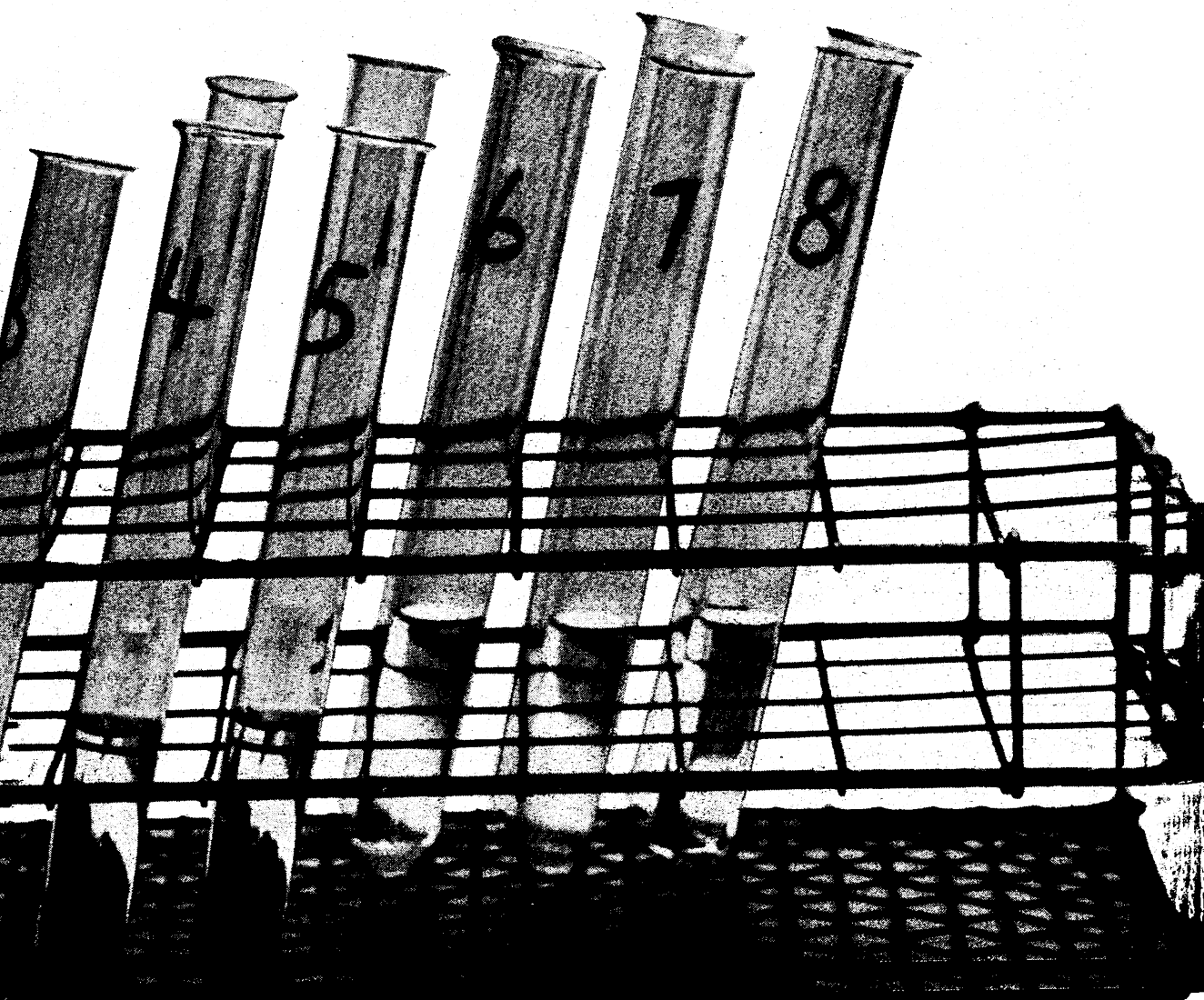
Squibb Standardized Rauwolfia Serpentina Whole Root (Raudixin) and Bendroflumethiazide (\*Naturetin) with Potassium Chloride

SQUIBB



Squibb Quality —  
the Priceless Ingredient  
SQUIBB DIVISION **Olin**

\*RAUDIXIN®\*, \*RAUTRAX®\*, AND \*NATURETIN®\* ARE SQUIBB TRADEMARKS.



1. Editorial: J.A.M.A. 174:2147 (Dec. 24) 1960.

Each tablet contains: Tolbutamide..... 0.5 Gm.

Supplied: In bottles of 50 and 200.

Reminder advertisement. Please see package insert for detailed product information.

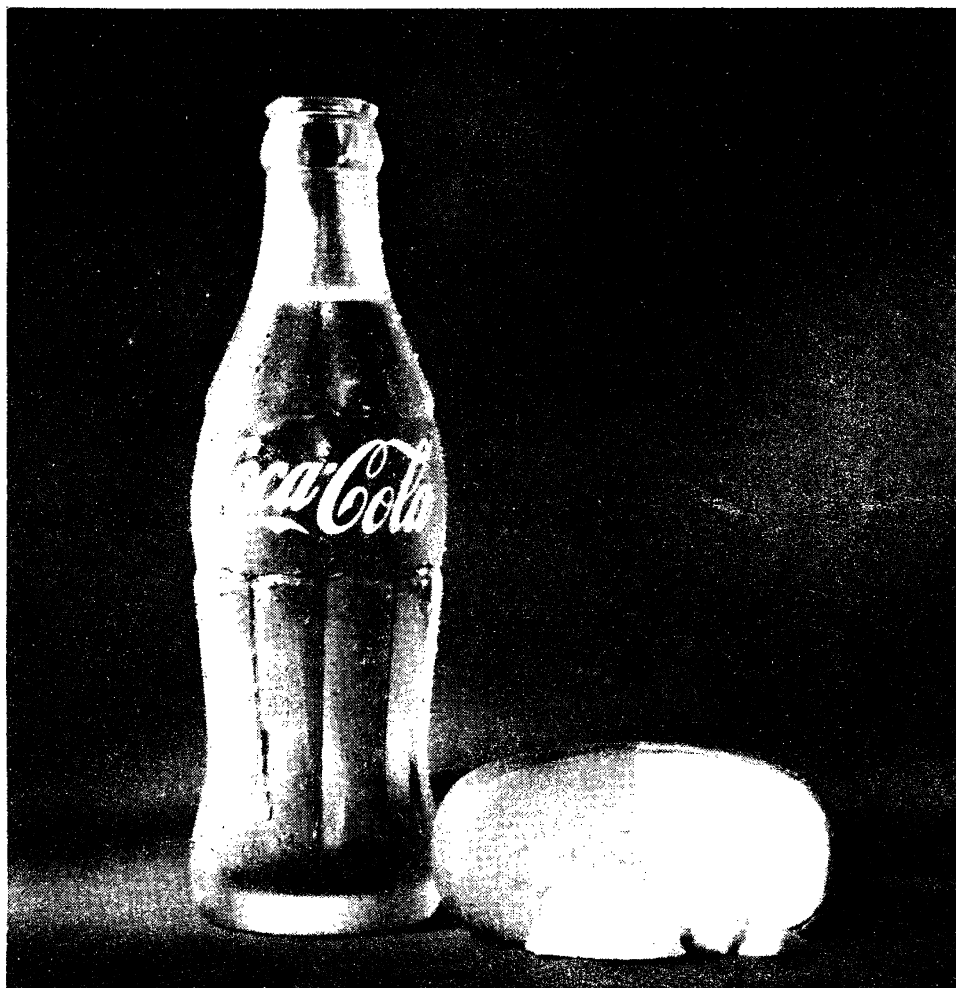
# Orinase

The Upjohn Company, Kalamazoo, Michigan **Upjohn**

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\*Trademark, Reg. U.S. Pat. Off. — tolbutamide, Upjohn





**C**oca-Cola , too, has its place in a well balanced diet. As a pure, wholesome drink, it provides a bit of quick energy ...brings you back refreshed after work or play. It contributes to good health by providing a pleasurable moment's pause from the pace of a busy day.



**DIAGNOSIS: Cystitis**

**THERAPEUTIC NEED: Suppression of the bacteriuria.**


**ANTIBIOTIC: DECLOMYCIN<sup>®</sup>**  
Demethylchlortetracycline Lederle

**because it provides effective antibacterial activity in the urinary tract.**

Request complete information on indications, dosage, precautions and contraindications from your Lederle representative, or write to Medical Advisory Department.

LEDERLE LABORATORIES, A Division of AMERICAN CYANAMID COMPANY, Pearl River, New York





for your next  
tense, anxious  
patient...  
whether his anxiety  
be mild, moderate  
or severe

# Mellaril®

Thioridazine

## the full-range tranquilizer

relieves the anxiety and tension states of everyday life Most of the tension states seen in office practice are caused by environmental factors, such as domestic difficulties, financial problems, illness, working conditions, etc. For these "garden variety" anxieties, more physicians are prescribing MELLARIL since it calms the patient and allows him to function normally at home.

unlike "liberating" or "meprobamate-type" tranquilizers MELLARIL is a "full-range" tranquilizer. Its area of usefulness extends from minor nervous and functional disorders to severe psychotic disturbances.

unlike other phenothiazine tranquilizers ■ Jaundice has not been observed ■ Parkinsonism is rare ■ excessive sedation and lethargy are less frequent than with other phenothiazines ■ "... we believe that the claim can justly be made that Mellaril has fewer side-effects than any other of the phenothiazine compounds."<sup>1</sup>

The efficacy and safety of Mellaril have been established in over 150 published reports during a period of 4½ years.

SUPPLIED: Tablets: 10 mg., 25 mg., 50 mg., 100 mg. and 200 mg. Brand of thioridazine, as hydrochloride. Consult literature and dosage information, available on request, before prescribing.

1. Sandison, R. A., Whitelaw, E., and Currie, J. D. C.: Journal of Mental Science 106:732, April 1960.

ORIGINAL RESEARCH SERVING THE PHYSICIAN



orally  
effective  
progestational  
therapy

**NORLUTIN<sup>®</sup>**  
(norethindrone, Parke-Davis)

in conditions involving  
deficiency of progesterone...

- primary and secondary amenorrhea
- menstrual irregularity
- functional uterine bleeding • endocrine infertility
- habitual abortion
- threatened abortion • premenstrual tension
- dysmenorrhea

PACKAGING: 5-mg. scored tablets, bottles of 30.

This advertisement is not intended to provide complete information for use. Please refer to the package enclosure, medical brochure, or write for detailed information on indications, dosage, and precautions.

91362

**PARKE-DAVIS**

PARKE, DAVIS & COMPANY, Detroit 32, Michigan



**NOW... A COSMETICALLY SUPERIOR CREAM CONTAINING THE  
MOST WIDELY PRESCRIBED SINGLE TOPICAL ANTIBACTERIAL  
FURACIN® TOPICAL CREAM**

brand of nitrofurazone

**IN A CONVENIENT 1 OZ. Rx SIZE ■** For treatment of topical infections such as: impetigo, pustular acne, furunculosis, ecthyma, infected cutaneous ulcers, abrasions, lacerations ■ For prevention and treatment of infections associated with irradiation or surgical removal of external malignant growths ■ Particularly suitable for postoperative anal, rectal or pilonidal cyst wounds ■ broad bactericidal range includes certain stubborn staphylococcal strains ■ has not induced significant bacterial resistance ■ nontoxic and nonirritating ■ does not retard epithelization ■ low sensitization rate ■ stable and long-acting, even in exudates

FURACIN ■ Topical Cream, 1 oz. (28 Gm.) tube ■ Soluble Dressing, 1 oz. (28 Gm.) tube ■ Furacin-HC Cream (with hydrocortisone), 5 and 20 Gm. tubes ■ and other special formulations for every topical need

EATON LABORATORIES, Division of The Norwich Pharmacal Company, NORWICH, N. Y.

